GoToWebinar by LogMeIn

GoToStage by LogMeIn

amazon advertising

SUCCESS STORY:
AMAZON ADVERTISING

Amazon Advertising has been a crucial force in reinventing the way advertisers and agencies build brands and drive performance. With an established foundation in e-commerce, Amazon helps organizations of all sizes leverage creative solutions to connect with the right audience. This has helped Amazon find, attract, and engage with millions of brands and users worldwide.

LEARN HOW AMAZON ADVERTISING BOOSTED THEIR COMMUNICATION SYSTEM AND ENHANCED THEIR WEBINAR EXPERIENCE WITH PARTNER BRANDS AND SELLERS

Challenge
Amazon Advertising hosts weekly webinars for sellers and brands in an effort to guide them on how they can leverage the Amazon platform and use different ad products to their advantage. In 2018, the company reached the maximum capacity of attendees for their webinars, which restricted access to new users. This resulted in a stagnation in weekly attendance and was compounded by constant audio and video breakdowns — all due to the increased stress on bandwidth.

In addition, their existing webinar platform lacked a single, intuitive dashboard with which to track attendee insights. This forced Amazon to manually track metrics such as individual attentiveness and meeting minutes. They knew that in order to scale attendance, create events, and track metrics seamlessly, it was essential that they upgrade to an automated solution.

The e-commerce giant needed an effective alternative to boost its communication system and enhance the webinar experience with partner brands and sellers. Amazon assessed various solutions with a focus on certain key necessities like scalability, reliability, consistent performance, ease of use, automated insights, and the availability of advanced engaging features.

Solution
GoToWebinar by LogMeIn emerged as an ideal tool for Amazon Advertising's requirements. It has provided the retail giant with the means to engage and interact with groups of users as large as 1,500 with minimal hassles, if any at all.

Extended product support by LogMeIn has enabled the publishing of webinar schedules and past recordings through a dedicated GoToStage channel, which Amazon is able to leverage for audience engagement post-webinar.
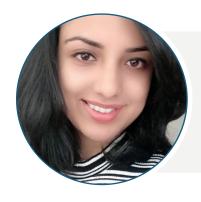
GoToWebinar was initially tested for two months in 2019. The trial phase showed a 30% increase in attendance in the second quarter. The initial challenges of getting used to the new tool were diminished with detailed product training and instructions at the beginning of each session. These initial results helped solidify the decision that migrating to GoToWebinar was the best solution for Amazon Advertising.

Results
GoToWebinar empowered Amazon Advertising by bridging internal communication gaps and providing an improved structure to the entire communication process. The lightweight, mobile-friendly interface has given users a simple and easy-to-use medium for daily communications, with the added benefit of engagement tools and services.

So far, the team has seen some notable results. **GoToWebinar's integrated reporting analytics dashboard has helped save up to 12-man hours per month.** Its robust engagement features –such as handouts, polls, and question sharing – have contributed to **increased attentiveness of Amazon's attendees (from 92% to 99%)** as well as **increased average webinar attendance by over 1,000** over the last six months. This improvement to Amazon's webinar experience has even positively impacted customer satisfaction scores, which have increased from 4.5 to 4.8.

"It is very important to keep up with ever growing consumer demands and GoTo provides the perfect solution to meet them. The constantly evolving features and in-depth analytics that the platform provides, helped us educate over 30k advertisers in a year."

- **Raina Guha**, Marketing Manager, Amazon Advertising

Engage with your audience and enhance their webinar experience with GoToWebinar and GoToStage.
Visit **www.goto.com/webinar** for more information or call us at **1-866-890-8931.**